

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

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1963

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 13, 1963</u>			
Monday May 13 9:45 A.M. Coffee	PRESS PREVIEW: TRAVEL AND VACATION FASHIONS Preview for press of Stern's travel and vacation fashions for Summer. Show at 10:00. By invitation. (For Release, Wed., May 15.) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT
Monday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON "Fashion Show Of The Month"--Summer fashions by Sarmi, available at Hattie Carnegie. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Hattie Carnegie contact: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH STREET)	SHERATON EAST HOTEL BALLROOM
Beginning Monday May 13	SHOWING: SKI AND AFTER-SKI FASHIONS O'Donnell Industries --skiwear from Austria, Ireland, Lapland, Norway, Switzerland, including brocaded skirts and jackets. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday May 14 1:00 P.M. Luncheon	FASHION SHOW IN WESTCHESTER De Pinna-Westchester will present "Summer Solar Scope," a fashion show for members and guests of the Westchester Country Club. Show at 2:00. De Pinna Publicity: Betty Flannery, PL. 7-9000. Westchester Publicity: Dorothy Fine, WO. 7-6000.	DE PINNA	WESTCHESTER COUNTRY CLUB (RYE, N.Y.)
Tuesday May 14 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS Active and spectator fashions for Fall, designed by Leo Narducci; also preview of Arnold Palmer ladies' golf clothes by Loomtogs Sport Editions. By invitation. Thereafter continuous. Contact: Marilyn Mazza, LA.4-4671.	LOOMTOGS, INC. & SPORTS EDITIONS	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday May 14 4:00 P.M.	PRESS PREVIEW: FALL FOUNDATIONS Formfit will present "Effervescent" for Fall 1963 at a wine-tasting party. For the press, by invitation. Publicity: Jo Springer, GR. 3-1445.	THE FORMFIT CO.	358 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday May 14	OPENING: FALL COLLECTION Continuous daily showings of Nannette's boutique cashmere sweaters and coordinates. Contact: WI. 7-8130.	NANNETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM - 24TH FLOOR
Wednesday May 15 10:30 A.M. Coffee	PRESS PREVIEW OF NEW WIG SALON Press preview of Gimbels' complete guide to buying, styling, and caring of wigs, including accessories, which will be in new wig salon. By invitation. (For Release, Fri., May 17.) Publicity: Margot Infantino, LO.4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 15	STERN'S RELEASE DATE--Travel-vacation fashions. Preview May 13. (See Pg.1)		
Wednesday May 15 9:00 A.M.	PREVIEW: LEATHERS FOR SPRING 1964 Showings: 9:00 A.M.--manufacturers of men's shoes, personnel and buyers. 11:00 A.M.--manufacturers of women's, misses, and children's shoes, personnel and buyers. 2:00 P.M.--other shoe fashion personnel, publications, hosiery, buying offices, designers, advertising, department store promotion departments. By invitation. Contact: Martha Geilich, Van Dyke 4-8661(Mass.); beginning May 15, suites 1520-21, PL. 9-4100(N.Y.).	GEILICH TANNING CO. (TAUNTON, MASS.)	REGENCY HOTEL PARK AVE. & 61ST ST.
Wednesday May 15 12:00 Noon	PREVIEW OF FALL COLLECTION Gross-Sydney's preview for Fall "Petti-4" casual wear for the petite miss, and "Terry Rogers" misses sizes. By invitation. Beginning Mon., June 3, continuous daily showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 15 12:30 P.M. Luncheon	FALL "SPORTING LOOKS" AT LUNCHEON SHOW "Launcheon" of Inter-Planetary Pants and Out-Of-This World Fashions." By invitation. Continuous daily thereafter at showroom. Contact: Happie Reilly, BR. 9-7495. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	JACK WINTER (1410 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Wednesday May 15 3:30 P.M.	MEN'S AND WOMEN'S EVENING FASHIONS Howard Clothes will present their new collection of San Juan Dinner jackets for men; also showing of Abe Schrader's evening fashions. By invitation. Contact: Art Poretz, Publicity Counselors Inc., TE. 8-7100.	COMMONWEALTH OF PUERTO RICO DEVELOPMENT ADMIN.	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday May 15 4:30 P.M. Cocktails	"YOUNG FASHIONS FOR FALL 1963" Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR BALLROOM
Beginning Wednesday May 15	SPECIAL GROUP OF EARLY FALL DRESSES Continuous daily showings of Cabana's special group of early Fall dresses, designed by Rikki Kilsdonk. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Thursday May 16 9:30 A.M. Coffee	PRESS PREVIEW OF CHILDREN'S IMPORTS Preview of young import collection of Summer sportswear and swimwear for children. By invitation. (For Release, Mon., May 20.) Contact: Mary Ann Crenshaw, OX. 5-4000, Ext. 278.	OHRBACH'S	6TH FLOOR
Thursday May 16 12:00 Noon Luncheon	PREVIEW OF FALL KNITWEAR COLLECTION Preview of Fall knit dresses, separates, and sportswear. By invitation. Thereafter informal daily showings. Contact: BR. 9-5664.	RUDI GERNREICH FOR HARMON KNITWEAR	1407 BROADWAY-RM.600 CHARLES ROSE ASSOC.
Thursday May 16 3:00 P.M.	PREVIEW: FUR-LINED COATS AND SUITS Preview for the press of Fall-Winter fur-lined coats and suits, including a special group of fur-lined suede and leather coats, designed by Betti Belmont. By invitation. Thereafter beginning Tues., May 21, daily at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 16 5:00 P.M. Cocktails	FIRST ANNUAL LEATHER FASHION AWARD LIA will present their first annual leather fashion award, presented by Mel Salzman, Director of Leather Industries, to Samuel Robert. Fall fashion show and film preview of his fashions from 1945-1963. By invitation. Samuel Robert Publicity: Sara Pennoyer, MU. 2-5162. LIA Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	WALDORF-ASTORIA ASTOR GALLERY
May 17	GIMBELS RELEASE DATE--New wig salon. Preview May 15 at 10:30. (See Pg.1)		
Saturday May 18 12 Noon Luncheon	FASHION SHOW AND LUNCHEON Visiting Congressmen and their families will be invited to a showing of Summer fashions by Abe Schrader, Mort Schrader, Stephan Ltd., followed by luncheon as guests of The House Of Seagram. <u>By invitation only.</u> Schrader contact: Betty Yarmon, LO. 4-9194. Seagram contact: Susan Walter, PL.1-7000.	ABE SCHRADER; THE HOUSE OF SEAGRAM	OUTER DOOR PLAZA SEAGRAM BLDG.(52&PARK)
May 20	OHRBACH'S RELEASE DATE--children's imported Summer sportswear. (See Pg.2)		
Monday May 20 10:00 A.M. Coffee	PRESS PREVIEW OF TRAVEL TIME FASHIONS "Cotton Is Queen"--preview of travel time fashions. By invitation. (<u>For Release, Tues., May 21.</u>)	ABRAHAM & STRAUS (BROOKLYN) Publicity: Eileen Goldberg, TR. 5-0195.	6TH FLOOR PUBLICITY OFFICE
Monday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL-WINTER COLLECTION "Award Collection"--preview of Fall fashions in leathers, fabrics, and knits, including skiwear. (<u>Note Change Of Date, Time, and Place.</u>) By invitation. Formal opening in showroom, 27th Floor, <u>Tuesday, May 21, at 9:30 A.M.</u> Thereafter continuous. Publicity: Sara Pennoyer, MU. 2-5162. Contact: IA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	AMERICANA HOTEL ROYAL BALLROOM
Tuesday May 21 9:00 A.M. Breakfast	SUB-TEEN FASHION & MERCHANDISING CLINIC Ninth annual back-to-school subteen fashion and merchandising clinic with complete presentation of publicity campaigns and subteen style show forecast. <u>Admission by ticket only for trade, press, and merchandisers.</u> Publicity: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC BALLROOM(B'WAY & 34TH)
Tuesday May 21 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Preview of Fall sportswear and casual dresses. <u>Show at 10:00.</u> By invitation. Continuous thereafter. Contact: Judith Shorten, LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 21 12:00 Noon Cocktails- Luncheon	PREVIEW OF FALL LINGERIE FASHIONS "Kayser Gift For Fashion"--preview of Fall lingerie collection. <u>Luncheon at 12:30; show at 1:15.</u> By invitation. Publicity and Commentator: Gertrude Scholz, MU. 3-7020.	KAYSER-ROTH CORP. (425 FIFTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday May 21 2:30 P.M.	OPENING OF FALL COLLECTION "Sportive Look"--collection of shirts, dresses, separates. For press and resident buyers, by invitation. (<u>Note Change Of Date.</u>) Contact: Rhoda Sattler, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Premiere showing for the press of "Grand Tour" junior car coat collection, designed by Mr. Josef; a new division of Natalie Green. By invitation. (Note Change of Date and Time.) Continuous daily thereafter. Contact: LO. 5-1888. Publicity: Ruth Gerson at Ken R. Williams Assoc., WI. 7-4471.	NATALIE GREEN	500 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 21 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS Preview of Fall late-day and formal fashions. By invitation. Thereafter June 4, 5, 6, 10, 11, 12, 18 at 1:00 P.M. By reservation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 21 8:00 P.M.- 1:00 P.M.	"CARNAVAL DE PARIS" (LA KERMESSE AUX ETOILES) OF N.Y. UNIVERSITY French carnival for benefit of La Maison Francaise of New York University. Resort fashions by Bonwit Teller, dancing, boutiques, international entertainment, buffet supper. Reservations: \$30.00 per person. Contact: Annette Green Assoc., 101 Park Ave., MU. 3-5563.	LA MAISON FRANCAISE	WASHINGTON MEWS 5TH AVE. & WASH. SQ.
Wednesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL DRESS COLLECTION Preview of Fall fashions, designed by Philippe Tournaye for Rembrandt. By invitation. Thereafter in showroom June 5, 6, 11, 12 at 2:30 P.M. By reservation. Contact: Murray Solomon, LO. 4-3600. Publicity: Rosemary Sheehan, MU. 5-1280.	REMBRANDT (498 SEVENTH AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
Wednesday May 22 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS" Preview for press of Sloane's completely redecorated "House Of Years" shop. By invitation. (For Release, Fri., May 24.) (Note Change Of Date.) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450.	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
Wednesday May 22 11:00 A.M.	OPENING: FALL FOUNDATION COLLECTION By invitation for press and resident buyers--May 22 at 11:00, 2:00, 3:30. Market--June 3 at 2:00; June 4, 5, 6 at 10:00 and 2:00; June 7 at 10:00; June 10, 11 at 9:30, 11:00, 2:00, 3:30; June 12 at 9:30, 11:00, 2:00; June 13 at 10:00 and 2:00. Publicity: Lila Moren, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 22 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Collection of Fall dresses, separates, at-home fashions, designed by Silvano of Roma. By invitation. Continuous thereafter. Contact: LO. 3-1534.	HEISER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 22 2:00 P.M.	PREVIEW OF FALL LINGERIE FASHIONS Resident buyers--May 22 at 2:00, 3:30; May 23 at 2:00, Press--3:30. By invitation. Market: Continuous daily beginning June 3 to 21 with formal showings at 3:00 until June 14. Contact: Toni Dee, OX. 5-0910.	ROGERS LINGERIE	500 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 22 2:30 P.M.	PREMIERE SHOWING: DESIGNS BY HARDY AMIES The premiere American showing of dresses, coats, and suits, designed by Hardy Amies of London. By invitation. Continuous daily thereafter. Contact: WI. 7-3968. Publicity: Sue Gardner, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom, 498 Seventh Ave., 7th Floor. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	ROBERT SLOAN, SPORTSWEAR, INC.	500 CLUB 500 SEVENTH AVENUE
Thursday May 23 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Fall sportswear, casual dresses, at-home fashions, designed by Melba Hobson. Show at 10:00. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE (1407 B'WAY)	1407 CLUB 1407 BROADWAY
Thursday May 23 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for the press of Fall coats and suits. By invitation. Thereafter June 4, 6, 10, 12, 18 at 11:30. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday May 23 2:30 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION For press and resident buying offices. Trade daily from Mon., June 3, at 10:30 A.M., except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 23 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION Fall collection of ensembles, fur-trimmed costumes, cocktail, and evening dresses. For press and resident buyers, by invitation. Thereafter, June 4, 6, 11, 13, 18, 20 at 11:00 A.M. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 23 3:30 P.M.	PREVIEW: FALL SUITS AND COATS Fall suits and coats, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 23	PRESS SHOWING OF JACK SARNOFF'S FALL COLLECTION AT 4:00 (512 Seventh Ave.).		
May 24	SLOANE'S RELEASE DATE--"House Of Years" shop. Preview May 22. (See Pg. 4)		
Monday May 27 10:30 A.M.; 1:30 P.M.	PREVIEW: FALL EVENING AND COCKTAIL FASHIONS Preview of Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter at 9:30 A.M., June 3, 5, 6, 7, 10, 11, 12, 13, 14, 18, 19. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 27 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS Showings--Leonard Arkin May 27, June 3, 5, 10 at 10:30; Andrew Arkin May 27, June 3, 5, 10 at 11:30. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 27 11:00 A.M.	PRESS PREVIEW OF GIVENCHY FURS Preview of the Givenchy collection for Femina Furs; special buyer preview, Fri., June 7 at 2:30. Trade, beginning Mon., June 10 at 2:30, by appointment. Contact: LO. 5-3870. Publicity: Ruth Hammer Assoc., EL. 5-7872.	FEMINA FURS, LTD.	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

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Monday May 27 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Schiaparelli furs for Fall and Winter. By invitation. Publicity: Ken R. Williams, WI. 7-4471.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 27 2:15 P.M.	OPENING OF FALL COLLECTION Fall collection, designed by Karen Stark and Fernando Bosc, at 2:15, May 27, June 3, 4, 5, 6, 10, 11, 12, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday May 27 3:30 P.M.	ANNUAL FALL FASHION SHOWS Milliken will present Fall fashions at 3:30 P.M. Showings--May 27 and June 3. Breakfast showings at 7:15 A.M., May 28, 29, June 4, 5, 6, 7, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21. By invitation and ticket only. Fashion & Publicity Director: Claudette Rose, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Monday May 27 8:00 P.M.	FASHION SHOW AND SUPPER DANCE Annual fashion presentation, followed by supper and dancing. Contribution per person, \$100.00 or more, to "1963 Foundation Fund for Scholarships and Development." (Formal) Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Beginning Monday May 27- June 14	SHOWING OF FALL COUTURE FASHIONS Continuous showings of Fall couture collection. Contact: Tom Arrington at Couture Advertising, PE. 6-8397; beginning May 27, CI. 7-2200.	CATHERINE SCOTT (314 S. FRANKLIN, CHICAGO)	HOTEL GOTHAM SUITE 1009
Tuesday May 28 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS By invitation. Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13, 18. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 28 10:00 A.M.	OPENING: FALL COATS & SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Molly. Showings, May 28, June 4, 6, 11, 13, 18 at 10:00 A.M. By reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday May 28 10:30 A.M.	OPENING OF FALL COLLECTION Showings--May 28, June 4, 5, 7, 11, 13, 18, 21 at 10:30 A.M. By appoint- ment. Press showing, Thurs., June 6 at 9:30 A.M. (breakfast). By invita- tion. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 28 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30, May 28, 29, June 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By appointment. Contact: LA. 4-7540. Publ.: Ruth Hammer Assoc., EL. 5-7872.	HERBERT SONDEHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 28 11:00 A.M.	PREVIEW: FALL JUNIOR DRESS COLLECTION For press and buyers, by invitation. Thereafter beginning June 3, Mondays through Thursdays at 2:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

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Tuesday May 28 1:00 P.M.	OPENING OF FALL COLLECTION Hannah Troy's Fall collection on May 28, 29, June 4, 5, 6, 11, 12 at 1:00. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 28 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing of junior Fall fashions, designed by Anne Klein, May 28, June 3, 4, 5, 10, 11, 12, 13 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 28 1:15 P.M.	OPENING OF FALL COLLECTION Goth's Fall collection of afternoon, cocktail, and evening fashions, designed by Brownere, May 28, June 4, 6, 11, 18 at 1:15 P.M. By reservation. Contact: Lucile Gordon or Larry Farragut, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 28 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 28, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30. <u>Press showing, Monday, June 3 at 3:00 P.M.</u> By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 28 4:00 P.M. Cocktails	PREMIERE SHOWING: "RITTER SPORT" Premiere showing of "Ritter Sport" fur collection. For press and buyers, by invitation. Thereafter by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	ST. REGIS HOTEL VERSAILLES ROOM
Tuesday May 28 4:00 P.M. Champagne	PREVIEW OF FALL COLLECTIONS Jonny Herbert's Fall junior dresses, costumes, cocktail and evening fashions. Pab misses cocktail-evening collection. <u>Show at 4:30.</u> By invitation. Continuous thereafter. Contact: Carolyn Carpenter, LO. 5-6900.	JONNY HERBERT, INC.; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 28 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Preview of Vera Maxwell's Fall dresses, costumes, and after-five fashions. By invitation. (Note Change Of Date.) Thereafter at 12:00 Noon June 5, 6, 11, 12, 13, 18, 19, 20. By reservation. Contact: Mr. Revell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday May 28 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1963 Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N.Y. Couture Group. Preview of trend-setting styles for Fall 1963. <u>Cocktails--6:30 Terrace Room; Dinner--8:00, Ballroom, followed by show.</u> For retail store executives, buyers, and press. <u>By invitation only.</u> Trade contact: Nancy Hamilton, LO. 3-6400, Ext. 4262. Press contact: Mabel Henderson, Ext. 4375.	DU PONT COMPANY	HOTEL PLAZA BALLROOM
May 29	MACY'S RELEASE DATE--"By The Sea"--fashions for children. (No Press Show)		
Wednesday May 29 10:30 A.M.	PREVIEW OF FALL COLLECTION Helena Barbieri's collection of cocktail and evening fashions. By invitation. Thereafter at 9:30, June 4, 6, 11, 12, 13. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 29 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall-Winter coats, suits, ensembles, designed by David Kidd. Showings at 11:30, May 29, June 3, 5, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 29 12:00 Noon Luncheon	FALL SPORTSWEAR SHOW 1963 Speaker: Alan Skelly, "Sports Illustrated." Co-chmn.: Virginia Booth, Lord & Taylor; Nonnie Moore, "Mademoiselle Magazine." Prices: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Wednesday May 29 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., May 29, June 3, 4, 5, 6, 7, 11, 12, 13, 18, 19, 20. By reservation. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 29 1:15 P.M.	OPENING OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles. By invitation. Thereafter, June 3, 5, 10, 12, 18 at 1:15 P.M. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 29 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 4, 5, 6, 11, 12, 13, 18, 20 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
May 30	MEMORIAL DAY (Thursday)--Legal Holiday.		
Monday June 3 10:30 A.M.	OPENING: FALL WHOLESALE COLLECTION Showing of Hattie Carnegie's Fall wholesale collection, June 3, 7, 10, 14 at 10:30 A.M. By reservation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 3 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Shannon Rodgers. By invitation. Thereafter by appointment only. Contact: CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 11:00 A.M.	PRESS PREVIEW: INTIMATE APPAREL By invitation. Market--June 3 through June 7; June 10 through June 14 at 9:30, 2:30, 4:30, at Park Lane Hotel, Petit Salon. Contact: Press--Lila Moren; Trade--Anna Alford, MU. 5-5740.	CHRISTIAN DIOR	PARK LANE HOTEL PETIT SALON
Monday June 3 11:30 A.M.	PRESS PREVIEW: COMPLETE FALL COLLECTION Preview for Fall, including cocktail and evening knits, petites, fashions for private lives, and furs. By invitation. Thereafter at 12:00 Noon, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Petites at 4:30 P.M., June 5, 10, 13. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 3 12:00 Noon	PREVIEW: FALL COLLECTION Fall collection of dresses and ensembles, designed in Paris by Jules Francois Crahay for Cole-Mort, at two formal showings, June 3 and 10 at 12:00 Noon. By reservation. Contact: Dorothea Marshall, OX. 5-4760.	MADemoiselle RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 3 2:00 P.M.	PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions; also showing of "Sportive Look" in young fur fashions. By invitation. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS- MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.7)		
Monday June 3 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 4:00 P.M.	OPENING OF FALL COLLECTION Showings at 4:00 P.M., June 3, 4, 5, 10, 11, 19. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday June 3 4:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Fur fashions, designed by Andre Fath and Luis Estevez, for Coopchik-Foorest. By invitation only. Contact: Ellyn Fleischer, LO. 4-4726.	COOPCHIK-FORREST, INC. (333 SEVENTH AVENUE)	THE FOUR SEASONS 99 EAST 52ND STREET
Monday June 3 4:00 P.M.	PREVIEW: CALIFORNIA FALL COLLECTION Preview of Fall collection. By invitation. Thereafter, by appointment. Contact: Walter Oppenheimer, MADison 7-0806 (L.A.); beginning May 31, CI. 7-2200 (N.Y.).	HEIGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM
Monday June 3 4:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Showings thereafter at 10:30, June 6, 11, 13, 19. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Monday June 3 6:00 P.M.	FALL CALIFORNIA FASHIONS IN NEW YORK By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	JEAN LOUIS OF CALIFORNIA	HOTEL PLAZA WHITE & GOLD SUITE
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: \$7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE. & 57TH ST.
Beginning Monday June 3	OPENING OF FALL COAT COLLECTION Continuous daily showings. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Monday June 3	OPENING OF FALL SUIT COLLECTION Daily showings of David Crystal's Fall suit collection, including "Sportive" all-purpose coats. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Monday June 3	SHOWING OF FALL COAT COLLECTION Continuous daily showings. (Special show, Wed., June 5 at 5:00 P.M.) By invitation. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 3	OPENING: FALL COLLECTION Phelps' Fall separates, dresses, coats, accessories. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon; after June 3, MU.5-7674.	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH ST.
Beginning Monday June 3	SHOWING: COMPLETE FALL COLLECTION Showing of complete Fall dress collection, designed by Lee Shapiro for Rona Dress. Contact: CH. 4-3872.	RONA DRESS COMPANY	1407 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday June 3	OPENING: FALL KNITWEAR COLLECTION Fall knitted dresses, suits, ensembles. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Monday June 3	OPENING: FALL COLLECTION Daily informal showings of Fall dresses, costumes, cocktail and evening gowns, designed by Mort Mogel. Publ.: Florence Judson, BR. 9-0965.	ARNES FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday June 3	PREMIERE: COCKTAIL- LATE DAY DRESSES Vera Hicks will introduce her first couturiere collection at popular prices. Continuous daily showings. Contact: LA. 4-0648.	VERA HICKS	1400 BROADWAY SHOWROOM - 9TH FLOOR
Beginning Monday June 3	OPENING: FALL COLLECTIONS Continuous daily showings of Alfred Werber's Fall junior fashions and True Talls in junior styles. Contact: LA. 4-0648.	ALFRED WERBER, INC. (ST. LOUIS, MO.)	1400 BROADWAY SHOWROOM - 9TH FLOOR
Beginning Monday June 3	OPENING OF FALL COLLECTION Gross-Sydney's Fall dress collection of "Petti 4" casual wear for the petite miss; and "Terry Rogers" misses sizes, at continuous daily showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday June 3- June 20	CALIFORNIA FALL COLLECTION Fall collection of cottons, silks, lightweight wools. Contact: Dick Steiner, MA. 7-5461(L.A.); beginning June 3, CI. 7-2200(N.Y.).	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
Tuesday June 4 8:30 A.M. Breakfast	SHOWING OF FOGA FASHIONS "American Opulence"--Fall fashions in fabrics of Celanese fibers by 15 members of the Fashion Originators Guild of America. Show at 9:00. (<u>Note Change Of Place.</u>) By invitation. Contact: Dorothy Wallace, TN. 7-2000, Ext. 2431.	CELANESE FIBERS CO. (522 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Tuesday June 4 9:00 A.M. - 3:00 P.M.	SHOWING OF PEARL FASHIONS AT OPEN HOUSE Imperial Pearl will present "3000 years of fashion in pearls, authentically costumed" (Omelet breakfast). By invitation. Publicity: Ethel Aaron at Daniel J. Edelman Assoc., JU. 2-5380.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Mr. Rene Tixier, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO Designed by Constantino.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	By invitation. Director and Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Thurs., June 6, daily at 10:00 A.M. By reservation. Contact: Harry Feldman, PE. 6-6944.		
Tuesday June 4 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 4 10:00 A.M.	OPENING OF FALL "SPORTIVE" FASHIONS	NICOLE	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Nicole's Fall "Sportive" fashions of knitted and wool dresses, blouses, coordinates. By reservation. Continuous daily thereafter. Contact: Mel Dana, BR. 9-3038.		
Tuesday June 4 10:30 A.M.	OPENING OF FALL COLLECTION	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Designed by Wilson Folmar. Showings at 10:30, June 4, 5, 6, 10, 11, 12, 13, 17, 18. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.		
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday June 4 11:30 A.M.	OPENING: FALL KNIT FASHIONS	ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 4 and 11 at 11:30. Contact: Miss Brigitte, WI. 7-5324.		
Tuesday June 4- June 5 12:00 Noon Luncheon	FASHIONS IN LUREX- ZEFKROME-ZEFRAN	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
	Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5. For press and retailers, by invitation. Dow retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.		
Tuesday June 4 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new coat collection, showing at 12:00 Noon, June 4, 5, 6, 11, 12, 13, followed by luncheon. By invitation. Contact: Matty Beskind, CH. 4-3512.		
Tuesday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Countess Alexander's Fall daytime, cocktail, and evening couture fashions. By invitation. Contact: CH. 4-5693.		
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION	HAROLD LEVINE, CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine's Fall collection, designed by Don Breitinger, June 4, 6, 11, 13, 18. By reservation. Contact: LA. 4-0237.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field will attend the School's 26th graduating class; presentation of alumnae awards. By invitation. School contact: Lorraine Helfont, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 4 1:00 P.M.	PREVIEW: FALL COLLECTION Fall collection of dresses and ensembles, designed by Stanley Herman, at three formal showings, June 4, 5, 11 at 1:00 P.M. By reservation. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Fall coats June 4, 5, 6, 10, 11, 13 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 4 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter fur collection, designed by Betty Yokova. For press and buyers, by invitation. Thereafter at 10:00 and 2:00, by appointment. Contact: Marc Spaulder, LA. 4-3365.	A. NEUSTADTER & SON	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 4 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. By invitation. Thereafter Tues., Wed., Thurs., through June 21 at 2:30. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC "Mlle In Collegeland"--Back-to-school fashions from August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Tickets: \$10.00, by invitation only. Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.	MADemoiselle MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
Tuesday June 4 3:00 P.M.	FALL SPORTSWEAR COLLECTION "A.F. Boutique"--preview of Fall sportswear collection. By invitation. Informal showings daily thereafter. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of dresses, blouses, coordinates, and sweaters. By invitation. Continuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 4 4:00 P.M.	OPENING OF FALL COLLECTION Showings June 4 and 11 at 4:00 P.M. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Cancelled June 4	VERA MAXWELL'S PRESS PREVIEW, ORIGINALLY SCHEDULED AT 4:00, HAS BEEN CHANGED TO MAY 28 AT 4:00. Contact: Mr. Revell, LO. 3-4358.(See Pg.7)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 5:30 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK Preview of Travilla's Fall collection. For press and buyers, by invitation. Contact: Gina Cord, OL. 2-0723(L.A.); after June 4, PL. 9-3000(N.Y.).	TRAVILLA (853 N.LA CIENEGA,L.A.)	HOTEL PLAZA
Tuesday June 4 6:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Marusia Original and Bazaar will present Fall-Winter coats, suits, dresses, costumes, cocktail, evening gowns. By invitation. (Note Change Of Date And Time.) Thereafter by appointment. Contact: Marusia, Olympia 2-7730 (L.A.); beginning June 4, PL. 3-4500 (N.Y.).	MARUSIA ORIGINAL (165 N.ROBERTSON,L.A.)	ST. REGIS HOTEL
Tuesday June 4 9:00 P.M.	OPENING OF FALL COLLECTION Opening of Burke-Amey's Fall collection. By invitation (black tie). Thereafter by appointment. <u>Special showing Tuesday, June 11 at 4:00 P.M.</u> Contact: Miss Taylor, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL JUNIOR COLLECTION Continuous showings of daytime and late-day Fall junior collection, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Fall collection, also showing of new knits. Daily informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM
Beginning Tuesday June 4	OPENING: FALL JUNIOR COLLECTION Fall junior dresses and sportswear at informal showings only. By appointment from 9:00 to 5:00. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Tuesday June 4	NEW COCKTAIL, EVENING JUNIOR FASHIONS Premiere collection by Accentique (new division of Junior Accent) of after-five cocktail and evening fashions, designed by Earl Bonuam. Daily informal showings. Contact: LO. 4-1434.	ACCENTIQUE (DIV.OF JUNIOR ACCENT)	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 5 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. <u>Show at 9:15.</u> Tickets: \$3.50. Contact: Peg O. Benson, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM
Wednesday June 5 9:30 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Fantasia will present their Fall-Winter fur fashions. By invitation. Contact: LA. 4-0330. Publicity: Alan Eisen, TN. 7-1050.	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 4 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Tina Leser for David M. Goodstein, June 5, 11, 13, 18, at 10:30 A.M. By reservation. Contact: LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday June 5 12:00 Noon	OPENING: FALL COLLECTION Also June 10 and 19 at 12:00 Noon. By reservation. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Showings at 12:00 Noon on June 5, 6(Press), and 7, followed by luncheon. Also June 11, 12, 13 at 12:00 Noon. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
June 5	PREVIEW BY DOW CHEMICAL, 350 FIFTH AVE., AT 12:00 NOON. (See Pg. 11)		
Wednesday June 5 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., June 5, 6, 10, 11, 12, 17, 18, 19. By reservation. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 5 1:15 P.M.	OPENING: FALL COLLECTION Showings June 5, 6, 13, 14, 20 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., June 5, 11, 13, 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Showings of petite dresses, suits, and costumes, June 5, 6, 11, 12, 13, 18, at 2:30 P.M. Contact: Miss Dorothea, LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 5 3:00 P.M.	OPENING: FALL DRESS COLLECTION Showings June 5 and 11 at 3:00. Contact: Miss Brigitte, WI. 7-5324.	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 4:30 P.M.</u> For retail stores, by invitation only. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 5 4:00 P.M. Cocktails	OPENING: FALL COLLECTION Malcolm Starr will present the Frank Starr Originals, designed by Elinor Simmons and Celia Phillips. By invitation. <u>Thereafter, June 6, 11, 13, 19 at 4:00 P.M., by appointment.</u> Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 5 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION Cabana will present their Fall collection of dresses, separates, and "Private Life" fashions, designed by Rikki Kilsdonk. For press and buyers, by invitation. Thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Wednesday June 5 5:00 P.M. Cocktails	SPECIAL SHOWING OF FALL COAT COLLECTION Fall coat collection at special showing. By invitation. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
June 6 9:30 A.M.	PATTULLO-JO COPELAND PREVIEW FOR THE PRESS AT 9:30 A.M. (See Pg. 6) Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS Preview of petite fur fashions, styled by David Dana. For press and buyers, by invitation. Thereafter at 10:00 and 2:00, by appointment. Contact: Miss Lillian. LA. 4-0105.	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday June 6 11:30 A.M.	OPENING: FALL COLLECTION Designed by Dorothy Farbo. By invitation. Thereafter June 6, 11, 13, 19 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
June 6	PRESS SHOWING OF CEIL CHAPMAN'S FALL COLLECTION AT 12:00 NOON. (See Pg.14)		
Thursday June 6 12:00 Noon	OPENING: FALL COLLECTION Showing of the Mollie Parnis collection, June 6, 11, 12, 13 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 6 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, June 6, 11, 12, 13, 18, 20; and June 26 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR FASHIONS Preview of Carl Bernstein's Fall-Winter fur fashions. By invitation. Thereafter, by appointment. Contact: Donald Bernstein, PE. 6-0546.	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 6 3:00 P.M.- 6:00 P.M. Cocktails	TRADE SHOWING: OVER- THE-COUNTER FABRICS Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by leading companies. By invitation. Contact: Lester H. Senholzi, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
Thursday June 6 3:30 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Junior fashions, designed by Betty Carol. Show at 4:00 P.M. By invitation. Thereafter, June 11 and 12 at 2:00 P.M. at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE (498 SEVENTH AVE.)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 6 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Buyer showings: June 10, 12, 14, 18, 20 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 6 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1963 Formal dinner and fashion show featuring "Great American Knits" in Du Pont fibers. Trend-setting styles for Fall 1963. <u>Cocktails--6:30</u> , Terrace Room; <u>Dinner--8:00</u> , Grand Ballroom, followed by show. For retail store executives, buyers, and press. Trade contact: Nancy Hamilton, LO. 3-6400, Ext. 4262. Press contact: Ellen Morris, Ext. 4404.	DU PONT COMPANY	HOTEL PLAZA TERRACE ROOM
Beginning Thursday June 6	OPENING OF FALL COLLECTION Fall collection of dresses and costumes at daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN & BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday June 7 9:30 A.M. Breakfast	PREVIEW OF FALL- WINTER FUR FASHIONS Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom. Contact: OX. 5-8340.	LAURENCE H. KAYE FURS(345 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. <u>All showings by invitation only.</u> Contact: Mary Feld, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 7 12:45 P.M. Luncheon	PRESS PREVIEW: FALL BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Fall, available at Henri Bendel. Shoes by Evins. <u>By invitation only.</u> Contact: Virginia Scoville, LO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
June 7	GIVENCHY COLLECTION FOR FEMINA FURS--special buyer preview at 2:30.(Pg.5)		
Friday June 7- June 21	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Showing and display of editorial, advertised fashions and promotion plans from Seventeen's Fall issues. For store and buying office executives only, by appointment, 9:00 A.M. to 5:00 P.M. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION For buyers, June 10 at 11:00 and 3:00. <u>Press preview, Wed., June 12 at 4:00 P.M.</u> All showings by invitation. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 10 11:00 A.M.	OPENING: FALL-WINTER FUR FASHIONS Fall-Winter fur fashions; also showing of a special group, designed by Rodger Robinson. (<u>Press preview, Tues., June 11 at 4:00 P.M.--cocktails.</u>) Both shows by invitation. Thereafter daily through June 28 at 10:00 and 2:00, by appointment. Contact: Mr. Ackerman, LO. 3-5945.	KOTUK & ACKERMAN	345 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 10 12:00 Noon	PREMIERE OPENING: FALL COLLECTION Premiere showing of new collection by Geoffrey Beene. Thereafter, June 11, 12, 13, 18, 20 at 12:00 Noon. Contact: Joe Snow, LW. 4-0454.	GEOFFREY BEENE FOR A.FETTERMAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday June 10 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings, Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTIONS Fall collections by Sylvan Rich for Martini Designed; and Jerry Parnis for Miss Martini. By reservation. Also showing June 12, 17, 19 at 2:30. By reservation. Contact: Eli Lehrman, LO. 4-0416.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday June 10 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION Sam Friedlander's Fall collection, designed by Bob Bugnand. By invitation. Thereafter by appointment. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 10 4:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
June 11	MACY'S RELEASE DATE--Fall bridal fashions. (No Press Show)		
Tuesday June 11 8:30 A.M. Breakfast	PREVIEW OF KNIT FASHIONS FOR FALL Showing of knit fashions for Fall 1963, by leading American designers. Showing at 9:15. By invitation. Contact: Irene Golub, OX. 5-1445.	ALAMAC KNITTING MILLS	THE FOUR SEASONS 99 EAST 52ND STREET
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Tuesday June 11 1:15 P.M.	OPENING OF FALL COLLECTION Showings June 11, 12, 18 at 1:15 P.M. By reservation. Contact: LO.5-6453.	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 11 2:30 P.M.	PREVIEW: FALL HAUTE COUTURE FASHIONS Fall afternoon, cocktail, and evening fashions, designed by Robert Darieux. By reservation. Thereafter by appointment. Contact: LO. 5-8511.	DARIEUX CREATIONS	491 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday June 11 3:30 P.M.	FALL DRESSES AND COSTUMES Showings June 11 and 12 at 3:30. By invitation. Informal daily thereafter. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
June 11	KOTUK & ACKERMAN'S PRESS PREVIEW OF FUR FASHIONS AT 4:00 P.M. (See Pg.16)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 11	BURKE-AMEY SPECIAL SHOWING OF FALL FASHIONS AT 4:00 (16 W.57th St.).		
Tuesday June 11 5:30 P.M. Cocktails	PREVIEW: CALIFORNIA FALL COLLECTION Preview of Fall collection. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178(L.A.); beginning June 11, PL. 9-3000(N.Y.). Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER AVE., L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS Preview of Fall import fashions; also showing of Fall-Winter furs by Fontana. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 12 12:00 Noon	OPENING OF FALL COLLECTION Martier-Raymond will present their Fall collection of daytime and evening fashions. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Jack Bernstein, PL. 3-0020 or PL. 3-0697.	MARTIER-RAYMOND	13 WEST 57TH STREET SHOWROOM - 2ND FLOOR
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Pg.16)		
Wednesday June 12 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF FUR FASHIONS "Salute To The States"--American Fur Market fashion show for buyers, produced by the Fur Information & Fashion Council. By invitation. Contact: Marcelene Slutzker at Ruder & Finn, 130 East 59th St., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL SKYTOP ROOM(18TH FL.)
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A.M. Both shows by invitation. Contact: BR. 9-0633. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 13 12:00 Noon	OPENING: FALL COLLECTION Fall dresses, costumes, and coats, designed by John Moore. (Note Change Of Date.) Thereafter, June 18 and 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 13 3:30 P.M.	PREVIEW: COUTURE FALL COLLECTION Preview of couture Fall dresses, coats, and suits, designed by Eric Lund. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Joan March, WI. 7-1076.	ERIC LUND	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

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